Subjection of the state of the inserting a binding element into perforations along the edge of a plurality of superposed sheet-like material; and

forming said binding element immediately before said inserting.

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- 2. The process of claim 1, further comprising tailoring said binding element to complement said perforations.
- 3. The process of claims 1 further comprising forming a loop in said binding element and a crimp in said loop.
- The process of claim 1 further comprising forming a series of crimps in said 4. binding element.
- 5. The process of claim 1 further comprising forming several loops in said binding element, and forming a plurality of crimps in said binding element, all loop by loop, with a single bending die.
 - The process of claims 1 wherein said binding element comprises a single 6. element corresponding to a width of said brochure.
 - The process of claims 1 further comprising forming a plurality of loops in said 7. binding element in a row that extends across a width of said brochure, and inserting said loops into said perforations at the same time.
 - The process of claim 1, further comprising determining at least one production 8. parameter with an electronic control device.
 - 9. The process of claim 8, wherein said binding element is formed from wire and said at least one production parameters is brochure thickness, wire diameter, wire length, or perforation spacing.

- 10. A process for producing brochures using wire binding, comprising:
 - a) determining a thickness of a brochure to be produced and storing said thickness in an electronic device;
 - b) producing a binding element corresponding to said thickness by
 - feeding a wire from at least one wire supply containing a wire spool to a wire bending device via a conveyor,
 - bending said wire into a flat, multiple looped binding element,
 - cutting said binding element and conveying it to an insertion device;
 - (c) supplying sheet-like material to said insertion device, said material having perforations;
 - (d) inserting said binding element into said perforations; and,
 - (e) bending said binding element into a ring-like binding.
- 11. The process of claim 10, further comprising tailoring said binding element to complement said perforations.
- 12. The process of claims 10 further comprising forming a crimp in a loop.
- 13. The process of claim 10 further comprising forming a series of crimps in said binding element.
- 14. The process of claim 10 further comprising forming a plurality of loops in said binding element and forming a plurality of crimps in said binding element, loop by loop, with a single bending die.
- 15. The process of claims 10 wherein said binding element comprises a single element corresponding to a width of said brochure.
- 16. The process of claims 10 further comprising forming several loops in said binding element in a row that extends across a width of said brochure, and inserting said loops into said perforations at the same time.

- 17. The process of claim 10, further comprising determining production parameters with an electronic control device.
- 18. The process of claim 17, further comprising producing said binding element according to one or more production parameters in addition to thickness.
- 19. The process of claim 18, wherein at least one of said production parameters is wire diameter, wire length, or perforation spacing.
- 20. A process for producing brochures using wire binding, comprising:
 - a) determining a thickness of a brochure to be produced and storing said thickness in an electronic device;
 - b) producing a binding element corresponding to said thickness by
 - feeding a wire from at least one wire supply containing a wire spool to a wire bending device via a conveyor,
 - bending said wire into a flat, multiple looped binding element,
 - cutting said binding element and conveying it to an insertion device;
 - (c) supplying sheet-like material to said insertion device, said material having perforations;
 - (d) inserting said binding element into said perforations immediately after producing said binding element; and,
 - (e) bending said binding element into a ring-like binding.